

WHITE HOUSE  
FAITH-BASED  
AND  
COMMUNITY  
INITIATIVES

COMPASSION  
IN ACTION

ROUNDTABLE

*The Next Generation of  
Social Entrepreneurship*



December 5, 2008



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## INTRODUCTION

# COMPASSION IN ACTION

In January 2007, the White House Office of Faith-Based and Community Initiatives (OFBCI) launched a series of monthly *Compassion in Action* Roundtable meetings to highlight organizations, programs and policies addressing critical social needs. The roundtables convene and facilitate discussion between policy-makers, government officials, philanthropists, and faith-based and community service providers around targeted issues. The events are designed to explore and promote expansion of models that effectively engage the public, private and nonprofit sectors in addressing critical human needs.

Today's event is the final Roundtable in the *Compassion in Action* series, and spotlights philanthropic work of our Nation's youth serving within their local neighborhoods and around the world. This emerging generation of young social entrepreneurs is writing the next chapter in the story of our Nation's compassion, serving as leaders within their communities and identifying creative ways to meet human need by developing initiatives and partnerships with faith-based organizations and other community nonprofits, and corporate and government entities.



## THE NEXT GENERATION OF SOCIAL ENTREPRENEURSHIP

## COMPASSION IN ACTION

December 5, 2008 10:00 am – 12:00 pm

- 10:00 am**      **Welcome**  
Mike Bzozowski, Intern  
Office of Faith-Based and Community Initiatives, The White House
- 10:05 am**      **Introductory Remarks**  
Jedd Medefind, Special Assistant to the President and Acting Director  
Office of Faith-Based and Community Initiatives, The White House
- 10:20 am**      **Panel 1**  
*Moderator:* Rear Admiral Timothy Ziemer, U.S. Malaria Coordinator  
*Panelist:* Zach Hunter, founder, Loose Change to Loosen Chains; Generation Change  
*Panelist:* Conner Cress, founder, Dry Tears Inc.  
*Panelist:* Jordan Foxworthy, founder, Bite Back  
*Panelist:* Jack Mooring and Leeland Mooring, founders, Leeland  
*Panelist:* Kelly Everett, mentor and project leader, Infusion
- 11:05 am**      **Panel Introduction**  
Amy Cheng, Intern  
Office of Faith-Based and Community Initiatives, The White House
- 11:10 am**      **Panel 2**  
*Moderator:* Anita McBride, Assistant to the President and Chief of Staff to the First Lady, The White House  
*Panelist:* Brittany and Robbie Bergquist, founders, Cell Phones for Soldiers  
*Panelist:* Sidra Kalsoom, founder, Milagros; project coordinator, Spread the Dough  
*Panelist:* Russell Hebert, founder, All-American Youth Rodeo Association  
*Panelist:* Cally Robertson, founder, Thai Totes  
*Panelist:* Jaime Colman, founder, Walk Humbly
- 11:55 am**      **Closing Remarks**  
Jedd Medefind, Special Assistant to the President and Acting Director  
Office of Faith-Based and Community Initiatives, The White House

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*One of the things I brag about is the entrepreneurial spirit in America. But people have got to understand, the entrepreneurial spirit just doesn't pertain to starting a business. Our entrepreneurial spirit also pertains to helping people. And one of the great joys of being...President, is the opportunity to see these little programs that start up because somebody has heard a call. I mean it's an unbelievable part of the fabric of our nation. Somebody...said, "I think I'm going to take my energy and my talent into a neighborhood where nobody else has dared walk."*

*And it's changed people's lives. And it is amazing what happens...when that one soul who decides to do something changes a heart, it is likely that heart that's been changed is willing to change another heart. And it's that effect that will have an incredibly profound effect on all of us. In order to fight evil, we must do good.*

*It is the gathering momentum of millions of acts of kindness and compassion which define the true face of America that shows what this country is truly made out of. On the one hand, we are strong and tough militarily. But, on the other hand...we are a nation that is compassionate and decent and caring. And no evil, no terrorist can extinguish that light.*

PRESIDENT GEORGE W. BUSH, APRIL 11, 2002

## YOUTH-LED EFFORTS IN SOCIAL ENTREPRENEURSHIP

### All American Youth Rodeo Association

The All American Youth Rodeo Association is a non-profit organization established in 2004 to help at-risk youth develop leadership, life and social skills, and to create a sense of belonging.

Founded by three energetic young people, Russell Hebert, Tim Bonner and Ashlee Jones, the All American Youth Rodeo Association is designed to help keep neighborhood youth off the streets by providing a meaningful opportunity to be involved in organized rodeo competition and to expose them to the field of agriculture. Young people attend a four-day rodeo camp and learn skills in equine, equestrian, roping, bull riding and barrel racing. Workshops and seminars on the importance of education, career development and enhancing life and social skills are also conducted during the rodeo camp. After participants complete the camp sessions, a series of rodeos and exhibitions are held. Those who place in various competitions are awarded buckles and saddles, and they also take time to reflect and process what they have learned.

The Rodeo Association founders also partner with the Cooperative Extension Program at Prairie View A&M University to establish the All American 4-H Club designed to promote leadership and life skills. With support from the United States Department of Agriculture and the National 4-H Council, the youth are engaged in a civic and community development projects, including a project to secure a sign for the community that says "Welcome to Fresno." The All American Youth Rodeo Association helps keep young people on the right track and shows that with one idea and a team of enthusiastic young people, positive impact can be far reaching.

### Bite Back

Bite Back is a non-profit branch of Compassion International that is helping to eradicate malaria by raising funds to buy mosquito nets and send them to Africa in an effort to prevent the spread of the disease. Seventeen year old Jordan Foxworthy helped to instigate

this project after her first visit to Kenya left her with an overwhelming desire to help the people in Africa. Fighting malaria seemed an important first step since the disease is preventable and treatable, yet kills more than 3,000 children a day. To date Bite Back has raised over \$100,000, with a goal of \$3.5 million. For more information, see [www.biteback.net](http://www.biteback.net)

### Cell Phones for Soldiers

Cell Phones for Soldiers hopes to turn old cell phones into more than 12 million minutes of prepaid calling cards for U.S. troops stationed overseas in 2008. To do so, Cell Phones for Soldiers expects to collect 50,000 cell phones each month through a network of more than 3,000 collection sites across the country. The phones are sent to ReCellular, which pays Cell Phones for Soldiers for each donated phone — enough to provide an hour of talk time to soldiers abroad.

Cell Phones for Soldiers was founded by teenagers Robbie and Brittany Bergquist from Norwell, Mass., with \$21 of their own money. Since then, the registered 501c3 non-profit organization has raised almost \$2 million in donations and distributed more than 500,000 prepaid calling cards to soldiers serving overseas. Through increased fundraising efforts, the Bergquist family hopes to raise more than \$9 million in the next five years to fund new programs, such as providing video phones with prepaid service to allow soldiers abroad to see their families on a regular basis. For more information, see [www.cellphonesforsoldiers.com](http://www.cellphonesforsoldiers.com)

### Dry Tears, Inc.

Dry Tears Inc. was formed for the express purpose of providing charity to the poor, and works with other nonprofit groups and ministries to fund clean water projects Africa. Current project locations include Kenya and Burkina Faso. In May of 2007, Dry Tears was selected by the Cobb County United Way as the "Volunteer Group of the Year". That same month they received the "Legacy Award" from their school,

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Harrison High School in Cobb County, Georgia for their outstanding community service. In December of 2007, Dry Tears was featured in the national publication, Breakaway magazine, which is published by Focus on the Family Ministries in Colorado Springs, CO. With the national exposure of this magazine article and through their website, Dry Tears has been able to reach people across the nation and have received support from a broad section of the country. As the message of Dry Tears continues to spread, the organization hopes they can continue to grow as well as empower others of their generation to make a difference in their community and in the world. For more information, see [www.drytears.org](http://www.drytears.org)

### **Generation Change**

Generation Change is helping inspire and mobilize this generation to address some of the biggest issues facing the world today. Students share their ideas with one another and Generation Change helps them scale up their efforts. Generation Change is the youth activism component of The Amazing Change campaign inspired by the work of British parliamentarian, William Wilberforce. It was launched in conjunction with the film, *Amazing Grace*, that tells the story of his life. For more information visit [www.theamazingchange.com](http://www.theamazingchange.com). Generation Change is also the title of a book written by 16 year old Zach Hunter, highlighting the work of students around the world to bring fresh water to Africa, fight AIDS and malaria, feed the homeless and provide solutions to many other problems around the world.

### **Infusion**

A local effort of Grace Fellowship Church in Snellville, GA, Infusion is led mostly by middle, high school and college students to bring hope to children who live in World Relief refugee organization apartment complexes. The majority of these families originate from Somalia, Bosnia or Latin America. Students play, tutor, make crafts, work on English language skills and build relationships with children who can benefit from some

older peer support. Students are committed to serve refugees on a regular, sustainable basis, a factor which is key to the success of the project. Infusion has been active in the local refugee community for three years.

### **Loose Change to Loosen Chains (LC2LC)**

A student led effort to raise awareness and funds to end modern day slavery, LC2LC has empowered hundreds of student groups as abolitionists, using their influence and resources to help bring about hope and relief. The work of LC2LC has been featured in magazines, books, newspapers and on television around the world. Groups can receive a toolkit to launch the campaign in their own communities by emailing [loosechangetoloosenchains@gmail.com](mailto:loosechangetoloosenchains@gmail.com)

### **Milagros**

The mission of Milagros is to provide safe, fun and productive activities for minority youth by promoting skill building and leadership development skills. Founded by a high school student who wanted to give back to the youth of her community, Milagros is a community based program in Falls Church, VA that teaches children how to make jewelry, sewing, cooking and small business skills.

### **Spread the Dough**

Spread the Dough was started in New Hampshire by Melina Higgins and has chapters throughout the U.S. with a mission to feed the needy and prevent bread from being wasted. Local high school student Sidra Kalsoom helps to coordinate a group of volunteers in Northern Virginia, which has developed partnerships with local bakeries to deliver day-old bread and pastries on a weekly basis to neighboring homeless shelters.

### **Thai Totes**

Thai Totes is a non-profit organization designed to help rebuild the lives of families in Thailand and their villages impacted by the tsunami of 2005. Though



originally a small effort to help a few families, Thai Totes currently offers relief and income to many families in the village of Bang Niang as they rebuild their homes and their lives. By giving people full-time jobs, Thai Totes is helping them to slowly rebuild their homes, support their families, and remain financially independent. Since its inception, Thai Totes has continued to expand, most recently into northern Thailand to offer victims of human trafficking an alternative to their current lifestyles of abuse and prostitution. For more information, see [www.thaitotes.com](http://www.thaitotes.com)

### Walk Humbly

Walk Humbly operates within a partnership between Parkerhill Community Church in Pennsylvania and the community of Karogoto, Kenya. Through their

work with 410 Bridge, a network of faith-based organizations working to meet social need in Kenya, the church found that the people of Karogoto desperately needed shoes. Walk Humbly worked toward their original goal of collecting 150 pairs of shoes by holding a "Barefoot Mile" at a local high school track. People showed up to donate shoes, and then walked a mile barefoot to get a taste for what life is like every-day in Karogoto. To date, Walk Humbly has collected 4,200 pairs of shoes, and began the distribution process in summer of 2008.



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### ■ BRITTANY BERGQUIST

*Cell Phones for Soldiers*

Brittany Bergquist, 17 and Robbie Bergquist, 16, started Cell Phones for Soldiers in April of 2004. Brittany is currently a senior at Norwell High School and a member of the Honor Society. She is the captain of her softball team and is a member of the Best Buddies Club, AFS club and Junior Statesmen of America Club. Brittany is also a nanny after school for a nine year old girl and her twelve year old brother. Brittany also volunteers at the Talking Information Center where she reads and records magazines and books for the blind. Brittany works daily answering emails for her non-profit organization, Cell Phones for Soldiers, Inc.

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### ■ ROBERT BERGQUIST

*Cell Phones for Soldiers*

Robbie is a junior at Boston College High School and an Honor Roll student. He is a mentor to grade 7 students at Boston College High School and has been playing Varsity soccer since his sophomore year in high school. Robbie volunteers at a school for special needs young adults while he continues to work daily on his non-profit organization, Cell Phones for Soldiers, Inc.

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### ■ JAIME COLMAN

*Walk Humbly*

Jaime Colman is 17 years old, and lives in Clarks Summit, PA with her parents and sister. A senior in high school, Jaime founded Walk Humbly in October of 2007 to bring shoes to the community of Karogoto, Kenya. Since then, Walk Humbly has collected over 4,000 shoes for donation in Kenya. After high school, Jaime hopes to attend a Christian college. Her long-term goal is to teach overseas, taking what she has been blessed with and using it to bless others. She

enjoys jet skiing, spending time with other people, and mentoring a group of 6th grade girls.

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### ■ CONNER CRESS

*Dry Tears, Inc.*

Conner Cress is 18 years old, a senior at Harrison High school, and President and founder of Dry Tears, Inc. In 2006, Connor read a World Vision publication about the plight of the poor in Africa and how the lack of clean water was the leading cause of disease in the country. The article also addressed the problem of famine in the country and how at times it can be so severe that children can become so dehydrated they cannot even cry real tears; instead they cry "dry tears". From that article, Conner decided that he had to do something to help alleviate the suffering that these children were enduring. He coined the term "Dry Tears" and began a campaign with some of his friends to raise money to help build wells in Africa to provide clean, safe water for those who could not provide it for themselves. Besides speaking and working on behalf of Dry Tears, Connor is active at his school and his church. The people that have influenced him are too many to count, but the biggest influence is his family.

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### ■ KELLY EVERETT

*Infusion*

Kelly Everett, 17, is a senior at Heritage Academy in Sugar Hill, GA, and lives in Georgia with her parents and three siblings. For over a year, Kelly has been active with Infusion, a youth-led service initiative which reaches the refugee population of north Georgia. Kelly also serves as a mentor to 8th grade girls, participating weekly in mentoring activities. Additional school activities include volleyball, and Student Leadership Team, a small group of students selected by teachers and administration who act as "servant leaders" at the school. Last summer, Kelly traveled to South America along with a group of students from her

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church, and spent a month working with children and teens. She hopes to attend Georgia College and State University next year and major in Elementary or Early Childhood Education.

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## ■ JORDAN FOXWORTHY

*Bite Back*

Jordan Foxworthy is the 17-year old founder of "Bite Back", an initiative to combat malaria. Jordan resides with her parents and younger sister in suburban Atlanta. She was born in Los Angeles and moved to Georgia at age 5. She is currently a junior in High School and enjoys drama and film production. Jordan has traveled to Africa three times, and has also traveled in Europe. Her upcoming international travels include missions trips to South America and China. Though Jordan loves to travel, her heart is in Africa.

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## ■ RUSSELL HEBERT

*Youth Rodeo Service Initiative*

Russell Hebert is a senior at Hightower High School in Fresno, Texas. He is one of the founders of the All American Youth Rodeo Association created to help keep youth in the community off the streets. Russell himself is a calf roper, team roper and bull rider. He has won many championships in the small circuit rodeos. Russell is being raised by his mother and knows firsthand the struggle that many youth have to stay focused. After losing his best friend to street violence, Russell has become determined to try to keep the youth in the community focused on more positive things. Russell's inspiration comes from his grandmother Jean "Mama Sugar" Sanders who would take him to schools and community events to help her lecture and demonstrate about African Americans in the western culture. Russell's goal is to one day become a world champion cowboy and set an example for underprivileged youth to follow.

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## ■ ZACH HUNTER

*Loose Change to Loosen Chains; Generation Change*

Zach Hunter is a modern day abolitionist and activist working to inspire and mobilize his generation to discover their passion and improve the world. Zach founded the Loose Change to Loosen Chains campaign when he was 12 with the goal of ending modern day slavery and human trafficking in his lifetime. Through an open source tool kit, students are equipped to launch LC2LC in their own schools, places of worship and communities, raising awareness and funds to help bring about freedom and hope. Zach has spoken live to more than 750,000 people around the world, was honored by CNN as a Young Hero, has received the Presidential Volunteer Service Award and has appeared on Good Morning America, CBN, CNN in Newsweek, LA Times, Christian Science Monitor, Ignite Your Faith, Breakaway Magazine and many other media outlets. Zach is the author of three books: *Be the Change -- Your Guide to Freeing Slaves and Changing the World* (Zondervan 2007); *Generation Change -- Roll Up Your Sleeves and Change the World* (Zondervan 2008); and *Lose Your Cool* (Zondervan due out Fall 2009). Zach is a frequent contributor to magazine and newspaper articles and blogs for Breakaway Magazine. He's a junior in high school outside of Atlanta, GA.

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## ■ SIDRA KALSOOM

*Milagros; Spread the Dough*

Sidra Kalsoom was born in Pakistan and raised in Falls Church, Virginia. She is currently a senior at J.E.B. Stuart High School and will graduate in 2009. Sidra is planning to attend a local university and major in Nursing. One year ago she was the recipient of a \$1000 grant from Youth Venture to establish a new program in her community, called Milagros. Sidra leads and coordinates all activities for Milagros which teaches cooking, sewing, jewelry making, and small business skills to children. Sidra also collaborates with

"Spread the Dough" a non-profit organization started in New Hampshire by Melina Higgins. Sidra is the Team Leader for the Northern Virginia Chapter, and organizes volunteers in her community to pick up and deliver bread from local bakeries to neighboring homeless shelters. In addition to her studies and volunteerism, Sidra is employed part-time at Panera Bread.

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■ **ANITA MCBRIDE**

*Assistant to the President and Chief of Staff to the First Lady  
The White House*

Anita McBride serves as Assistant to President George W. Bush and Chief of Staff to First Lady Laura Bush. As Chief of Staff, she oversees the First Lady's policy, press, correspondence, scheduling and advance, speechwriting, and social offices. Her White House service spans two decades and three administrations (George H.W. Bush and Ronald Reagan). She also served as a Senior Advisor to the Secretary of State from 2001-2003. Previously, Mrs. McBride worked for the Smith Kline Beecham Foundation in Philadelphia, PA, and for the American Automobile Manufacturers Association in Washington, DC. Mrs. McBride and her husband Timothy live in Washington, DC with their two children, Andrew and Giovanna.

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■ **JEDD MEDEFIND**

*Special Assistant to the President and Acting Director  
Office of Faith-Based and Community Initiatives  
The White House*

Jedd Medefind serves as Special Assistant to the President and Acting Director of the White House Office of Faith-Based and Community Initiatives. In this role, Medefind leads the White House Office and its partner Centers in eleven major Federal agencies to strengthen the work of frontline nonprofits and social entrepreneurs and ensure their role as central partners in any

Federal effort that addresses human needs — from addiction, homelessness, prisoner reentry and at-risk youth to global HIV/AIDS and malaria.

Prior to his current role, Medefind served as Deputy Director of the Faith-Based and Community Initiative (FBCI), managing the White House Office team and implementing Presidential priorities across the Federal government. He also served as Director of the FBCI Center at the U.S. Department of Labor, where he led efforts to expand the work of faith-based and other community groups in cutting crime and prisoner recidivism, boosting welfare-to-work efforts and helping individuals overcome poverty through successful employment.

Medefind has worked, studied and served in more than thirty countries, including projects in Guatemala, Bangladesh, the Kingdom of Lesotho and a number of other countries. He also worked for Price-Waterhouse Russia in Moscow.

The book *Four Souls*, which he wrote with three close friends, explores questions of faith, poverty and community amid a journey around the globe. His most recent book, *The Revolutionary Communicator*, examines the grace and greatness of Jesus' approach to communication and leadership. Jedd and his wife Rachel and their two daughters live in Washington, D.C.

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■ **JACK MOORING,  
LEELAND MOORING**

*Leeland*

Jack and Leeland lead a progressive rock/worship band from Baytown, TX. They travel the world to encourage and inspire their generation through passionate worship and challenge to action. The band's ages range from 19 to 24 years old, giving them an ability to speak to high school and college age listeners, not to mention adults of all associations interested in artful

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musical expressions and a spirit of revitalization. They partner with Food for the Hungry, an international relief and development organization.

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### ■ CALLY ROBERTSON

*Thai Totes*

Cally Robertson grew up in Virginia Beach, VA and graduated from Norfolk Academy in 2006. She is currently a junior in the Politics department at Princeton University, concentrating in the effects of religion on American politics. She is the project coordinator for a community service effort helping underprivileged children in Trenton, New Jersey, a member of the University Cottage Club, and a leader in Princeton Faith and Action. During the summer of 2005, Cally Robertson traveled to Bang Niang, Thailand to help with relief efforts for tsunami victims. There, she and a friend started a micro-enterprise business, Thai Totes, to offer financial support to people who were displaced from their homes.

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### ■ R. TIMOTHY ZIEMER

*Rear Admiral, United States Navy (Retired)*

*U.S. Malaria Coordinator*

Rear Adm. Tim Ziemer was appointed in June 2006 to lead the President's Malaria Initiative (PMI). The PMI is a historic \$1.2 billion, five-year initiative to control

malaria in Africa. Announced by President Bush on June 30, 2005, it is a collaborative U.S. Government effort led by the U.S. Agency for International Development (USAID) in conjunction with the Department of Health and Human Services (Centers for Disease Control and Prevention), the Department of State, the White House, and others. The goal of the Initiative is to reduce malaria-related deaths by 50 percent in 15 countries by achieving 85 percent coverage of proven preventive and curative interventions. As coordinator, Rear Adm. Ziemer reports to the USAID administrator, with direct authority over both the PMI and USAID malaria programs.

Rear Adm. Ziemer previously served as Executive Director of World Relief, which provides disaster response, community development, child/maternal health, HIV/AIDS, agricultural assistance, and micro-credit programs in over 30 countries. World Relief is operational in the United States, resettling refugees and providing immigration services through 24 affiliate offices across the country. Ziemer and his wife Jodi live in Springfield, Virginia. They have three children, Eric, Kyle, and Kelli; a daughter-in law, Jennifer; and a granddaughter, Ruby.



